

THE LABOUR ORGANISER

No. 27

JANUARY, 1923

Price 4d.

OUT OF THE RUT

IDEAS AND ACTIVITIES IN BRIEF.

A Happy and Prosperous New Year to all readers of the "Labour Organiser." May our appreciation of each other grow with the coming years.

One of the features of the recent General Election was the large number of special election news sheets which made their appearance. Many of these were based on the Party's News Service, while others were independent ventures. Almost without exception the issues we have seen reflect credit on those responsible for them. We know of several instances where success would not have been achieved without these publications. The advent of special election journals in large numbers marks a distinct step forward in Labour organisation and shows a realisation of the truth that Labour's circumstances and necessities in an election differ from those of its opponents, and that armoury particularly its own must be sought for. The special election sheet is rare among our opponents, but it is becoming a distinctive feature of Labour electioneering. It is impossible to give separate mention to the large number of specimen journals that have reached us, and we must content ourselves therefore with a general word of commendation for all those who undertook this important task, and perhaps we may be permitted to hope that the next General Election will see a further great increase in Party activity in this respect.

The triumph of Local Parties over difficulties is an encouraging thing to watch. The Warwick and Leamington Labour Party suffered the misfortune almost immediately before the General Election of losing their candidate, who was withdrawn by his Union purely owing to financial stringency. There was not even time to procure another candidate, yet in spite of the sudden withdrawal of financial support, and the loss of the election agent, the movement has succeeded in keeping alive its new publication, the "Labour

Searchlight," and one of the most readable of Labour's local monthly journals thus continues to keep the seat warm for the next aspirant for Parliamentary honours. Somewhat similarly, the West Cumberland "Labour Gazette" has been kept alive despite the loss some time ago of the local agent, whose employment was discontinued for financial reasons. The earnestness and enterprise, however, which had given the constituency an agent for several months, as well as sustained its own paper, received its reward in the triumphant return of Mr. Gavan-Duffy, M.P.

Lots of Local Parties, and not a few agents, are at the present time wondering where the resources are to come from to carry on during the ensuing months. Unemployment has hit everywhere, but Rugby is a town where certainly the pinch has been felt with especial keenness. Notwithstanding this, the Divisional Labour Party has just run a two days' bazaar, the finances of which have proved highly gratifying. No less a sum than £113 was taken inside the hall, while over £100 of admission tickets were sold in addition. The nett proceeds will, we understand, work out at anything between £150 and £170—surely a matter on which we should give our heartiest congratulations to the Local Party and to the secretary and agent, Mr. H. Tarbox, and which we should commend to the notice of other districts for their imitation.

The fact that a bazaar can be held at all usually depends in the first instance upon the zeal and enterprise of the Women's Section, and Rugby was no exception. There was, of course, all the usual stalls, such as needlework, baby linen, toys, sweets, pound stall, fruit and vegetables, literature, etc.—ten stalls in all. There was a hoop-la set out, air rifle shooting, candle lighting competition, stop watch competition, nail driving competition, and a

OUT OF THE RUT—*Continued*

novel bagatelle table game. On the second day a party of children who had been trained by Mrs. Woodward (secretary of the Women's Section) gave some performances of a highly creditable character. Thus the whole whirligig passed off, if indeed with considerable labour and trouble to some, with enjoyment to all and benefit to the best cause. It seems to us that the association of enjoyment with the work of the Party serves a desirable end in every way.

And so to report another bazaar. This time it is the Maidstone Trades Council and Labour Party (candidate, Hugh Dalton, M.A.), who are to be congratulated; and the local agent, Mr. W. H. Hunt, to be commiserated on his labours in addition to the congratulations at the successful issue of them. Indeed, it is fine work to have organised a bazaar in which the takings ran to £140 (expected profits £100) in a difficult division, and at a first attempt and with only a half-day show. This is doing things with a vengeance. Our friends at Maidstone have not been afraid to fleece the Philistines, and some confidential advice from Maidstone as to how it is done would no doubt prove a wonderful help to others who enquire. A "Twink" fancy dress ball was run at night, "Twink" being, we believe, the name of somebody's dyes, and quite pretty posters, pretty dresses, and a pretty figure, too, were the outcome of this boldness. There is something, too, to be said for having your handbills and particulars of a Labour affair obtainable from "your grocer, oilman or at the hall."

Once again it was the Women's Section who started, though we believe that some credit is due to Mr. Hunt for the courage to advocate what must have been a big venture for the Local Party. Six months of preparation preceded the bazaar, which, by-the-bye, was called the "People's Fair," and we gather that the number of goods given by sympathetic non-members was in itself considerable. There were no less than eleven stalls. These were arranged by a Stalls Committee, and Pricing Committee, which committees consisted of a few delegates from each ward and country

district, while workers from each ward took charge of the stalls. A remarkable thing was that members from villages five and seven miles out pushed into town their handcart loads of vegetables to put upon the stall. There were a number of side-shows and competitions. The price of admission, including tax, was only fourpence, a similar sum being charged for the concert, with an extra 1/6 for admission to the "Twink" fancy dress ball. Undoubtedly the success of the Fair was contributed to by ample advertisement and the determination to do the thing well; probably the only regrets felt being that even a bigger event was not attempted. However, this first success is one that many Parties will envy and, we trust, endeavour to surpass.

As becomes a member of the Typographical Association, the literature of Mr. F. O. Roberts, M.P. for West Bromwich, is an easy first in all the literature that has reached us from among the 414 candidates that Labour was responsible for; and we opine F.O.R.'s literature would be easily first among the productions that the candidate and agent of any Party were responsible for at the late Election. A budget of samples has reached us, and in these we think the candidate and agent, Mr. A. Guest, who also is a "Typo," have excelled themselves, for the collection is a real joy and exhibition of how typography can be adapted to give expression and forcefulness and pleasing effect all combined in one. We think it has never struck us so forcibly how well these attributes of the highest in the printer's art combine with the aspirations of Labour when expressed by them. Never, too, have the limitations of our own resources been so keenly felt, for we would like to have reproduced in supplement form one or two of the issues made in the West Bromwich Election, so that each of our readers might have an individual appreciation of the excellent work put out. What wonder that there was a 2,947 majority, for F. O. Roberts lives his part not only in the election literature, but in his actions as an M.P. By the way, the "Labour Searchlight" was the title chosen for the Election Special, and it was particularly well illustrated.

OUT OF THE RUT—*Continued*

It is quite impossible, of course, to mention all the good points about the many samples of election literature that have reached us, but for sustained merit and originality and forcefulness, the literature of Prof. H. B. Lees-Smith, M.P., would be hard to beat (agent, W. Bland)—and we are glad that the Keighley Division did the right thing, for Mr. Lee-Smith's return to Parliament is a distinct accession to the Party's strength. Lees-Smith's Letter was the catching title of the election special, and Lees-Smith's Last Letter wound up the campaign quite effectively. The form in which some of the leaflets were issued was very effective—a book title page to a single-fold leaflet, the matter of which would be contained on second, third or fourth page. The Election Address was labelled the "Keighley Programme," and it is, of course, now the programme that the electors of Keighley have adopted in earnest.

Agent E. J. Alford, of Rochdale, introduced several novelties in the course of the campaign which made Mr. Stanley Burgess an M.P. Thus there was the parti-coloured round card perforated in the centre and intended to be pinned to the wall and spun to give effect—a fine attraction for the youngsters, whose song was printed on the reverse. A very effective series of cards of another sort was issued on the day of the poll. At 8 a.m. a big staff of voluntary workers was set on to deliver 20,000 announcements bearing a clock face, informing the electors that the poll opened at 8 a.m.—the hour signified on the card—and requesting an early vote. At noon 20,000 further reminders went out with a suitable message, and at 3 p.m. yet another 20,000, thanking those who had voted, and asking these to urge their neighbours to "Vote Now." At 6 p.m. the last 20,000 of the cards with the altered clock face went round, to inform the unpolled that the poll closed at 9 p.m., and requesting everybody to get every Labour vote registered, with a final injunction that "It may be four years before you get another vote." Thus, 80,000 cards were sent out, and that this device worked is shown by the result and the surplus of 2,768 votes. It was decided to put the photo of Mr. Burgess's two boys on the reverse of

the card with the injunction to "Vote for Daddy." Neither of the opposing candidates could legitimately go one better, for both were bachelors!

What precisely is the status of an Hon Secretary, or an Hon Somebody Else? We discover that many officers are fond of using the prefix to their office, and we wonder whether their state is a little above or below the angels—meaning of course, those of our brethren who, like ourselves, occasionally get paid for services rendered. We heard a gentleman the other day referring to "paid organisers" in much the same spirit as a certain virtuous Duke might refer to "paid agitators"—as if agitators and organisers were not of as much use as Pharisees and superfluities! Frankly, we wish some of our friends would drop the "Hon." otherwise even the editor himself might adopt that designation (as he is entitled to do) and inflict the monstrosity upon readers of the "Labour Organiser." To our mind, the assumption of virtue, in doing something for the Cause without payment, is in itself a pricing of the service, akin to counting out the coppers that one drops to beggarsmen. Please don't "Hon." the editor!

Several correspondents have sent requests for lists of the names of Labour agents throughout the country. It is obvious that people who make these requests don't deserve to have them answered, because a proper knowledge of the Labour Movement would make them acquainted with the fact that such a list was published in the Labour Party's Executive Report at Edinburgh, and is, in fact, published every year in the Executive report and embodied in the Annual Report placed on sale.

*What you save in Cash
you lose in Efficiency
unless all the officers of
your Party get the*

Labour Organiser

THE PSYCHOLOGY OF POLITICAL PARTIES

BY THE EDITOR.

III.

AN INTERLUDE—IN WHICH WE EXAMINE LLOYD GEORGE'S PARTY.

Crowded with our three last issues by the incidence of the General Election and the issue of our Christmas Number, the continuation of these articles commences at a time when the arguments may be tested by recent experience and searching changes in the immediate arrangement of Parties.

In previous articles I have spoken of the psychological appeal of Toryism and Liberalism as opposed to the appeal of Labour, and I have admitted the existence of no other important force than could be debited or credited to one of the three existing Parties, or be divided amongst them. The break-away, however—or, more correctly speaking, the firing out—of Mr. Lloyd George's Party from the Coalition, and the emergence of it as a separate fighting machine, would at first sight seem to indicate a new psychological factor for our consideration. Yet nothing is further from the truth, and the fate of Mr. Lloyd George's Party may be read in the fact that there is no psychology to which it makes appeal, and there is no great characteristic of the people to which it can lay siege or special claim.

Indeed, the whole happenings of the recent election confirm the facts stated and the conclusions drawn in the previous articles and in the preceding series of articles on the "Principles of Party Organisation."

There is nothing at all new in British politics in the advent of a third or fourth Party. Such ventures in the past have not affected in any degree the psychology of Parties, and everyone of them has been readily identifiable as appertaining more or less either to Liberalism or to Toryism. Incidentally it will be remembered that one of the conclusions we have arrived at is that, so far as psychology is concerned, there is something to distinguish between the appeal of Toryism and the appeal of Liberalism, which explains why they will remain as separate political Parties, however much some people may desire a fusion of all Capitalist Parties against Labour.

An examination of the new Party may be worth while. In the first place, neither the circumstances of its birth nor its influence in the country or the House entitle it to be regarded as the great middle Party, which it was Mr. Lloyd George's ambition at one time to create. Had this Party evolved under more propitious circumstances, it might have carried with it a considerable section of the more advanced Conservative element and absorbed, too, a great portion of the Free Liberal strength in the country. It might then have made its appeal to the psychology of Liberalism in the country. But these things did not happen. Mr. Lloyd George's following is no more than a discontented rump, and it was fatal to its inheritance of Liberal traditions in the country to proceed to the election fighting a more vigorous element with the same claims. Victory in the long run is ever to the vanguard, and so far as Liberalism is concerned the seeds of long life will be found with Free Liberalism rather than with Lloyd George Liberalism.

That is not to say that Mr. Lloyd George will not succeed again. One must distinguish between saying that his Party in its present form has no future and denying the possibility of an acquisition of grace that may create a future for it. The present Parliament will show the trend of the new Party. It must make its choice between the traditional appeals of Toryism or of Liberalism or suffer stultification. There is little doubt that a section of the Party will revert to Toryism pure and simple. That is the way of Liberalism as it grows old, and past attempts at middle Parties have mostly suffered decease from this cause. But I think Mr. Lloyd George does not look here for his future. He probably is still a believer in the swing of the pendulum, and he is too astute a politician either to expect that in his lifetime Toryism will again attain to power with himself at its head, or that his hybrid Party contains in it the seeds of such greatness as would carry it alone to power.

The future of Mr. Lloyd George's Party, then, lies in embracing the appeals of Liberalism. And this is the more natural course to his Party in opposition. Nobody will deny that Parties in opposition breed a demagogy among their exponents that is particularly suited to Mr. Lloyd George's

characteristics. The ex-Premier makes an infinitely better advocate of democratic professions than a sort of *fidei defensor* of the sacred rights of property and privilege. That is to say, that Mr. Lloyd George's spiritual home is in the unctuous walks of revived Liberalism, and whatever personalities there may be in the way, if Mr. Lloyd George persists at all in British politics, it will be to carry his Party into the position of the inheritors of the traditions of Liberalism either by an alliance with the Wee Frees or by stealing their thunder and annexing their banners altogether.

It is thus, then, in this study of the psychology of Parties that we are forced back to our first intention—to uncover the appeal of Toryism, then of Liberalism, and last to examine our own strengths and shortcomings in the same light. We have already dealt with Toryism (September issue). We can now proceed to Liberalism, and this will keep for our next issue.

(To be continued.)

A very useful adjunct to the duplicator is a small guillotine, capable of cutting through a moderate quantity of paper, foolscap size. With this a considerable saving can be effected, not only in running off quantities, but also in the space devoted to the storage of paper.

Should the form I require printing measure 3in. by 8in., the copy is set up foolscap four times, each one immediately below the other; these are then printed four at a time, and then divided with the guillotine, thus reducing the number of runs 75 per cent.

Where the form cannot be split exactly, it is possible to use two different copies, one taking up 8in. by 8in. and the other 8in. by 5in., running both off together and cutting afterwards. By the exercise of a little ingenuity it is possible to always carry out the work in this manner.

The addition of a wire stapling machine also adds to the utility and the number of small jobs which can be done on the duplicator.

Another useful stock line in paper is to have some perforated through the centre, so that by folding same, after it has been appropriately printed, a carbon copy can be taken.

—(Contributed).

AGENCY NEWS

A NUMBER OF CHANGES.

A large number of changes have been taking place throughout the country, and we are unable at the moment to give a complete list of same.

There have been few vacancies for agents since the General Election. The vacancy at Caerphilly has been filled by the appointment of Mr. Sutherland Campbell, late of Glasgow and Walsall. The vacancy at Nuneaton has not yet been filled, and some delay is occasioned owing to the necessity for re-adopting the candidate. The vacancy in North-East Derbyshire awaits a final selection from a short list. Mr. R. Rigby, J.P., has been appointed agent in the Leek Division, vice Mr. J. J. Stonier.

Mr. H. St. Dunstan White, formerly agent at Leamington, and latterly agent at Tynemouth, will relinquish office there in three months' time. Mr. H. Hall, formerly of Altrincham, and latterly at Plymouth, has relinquished office at the latter place. Mr. H. E. Jones, of Bristol East, has recently relinquished the full-time agency. Mr. W. B. Hargreaves, formerly of Gloucester, and latterly at Gainsborough, has lately relinquished office at the latter place. Mr. W. Walling, of Edmonton, left office in November.

Mr. W. L. Coltman, of Battersea, and Mr. P. Osborne Langton, of Uxbridge, will in future continue in office in a part-time capacity. Mr. E. C. Poll, at Cambridge, has for some time been acting in a part-time capacity. In the Belper Division of Derbyshire the arrangement by which the Division was run by three part-time agents has now collapsed.

Mr. A. L. Caines, formerly of Accrington, and latterly at Northampton, has relinquished office at Northampton. Mr. J. Price, of Dudley, relinquished office on the 31st December; Mr. E. Robinson, of East Wolverhampton, did likewise on the same date. Mr. E. Baldwin, of Walsall, will relinquish office at the latter place in three months' time. Mr. T. Langley, formerly of Nuneaton, is now working in another capacity at Portsmouth. Mr. M. R. Metcalf, of Wrekin, recently ceased as agent in that Division, while steps are being taken in the hope of retaining his services there.

WHAT AN AGENT SHOULD KNOW ABOUT PRINTING

By H. STEPHENS.
(Labour Agent, King's Lynn.)

III.—LAY-OUT OF TYPES ETC.

In previous issues we have dealt with such questions as The Power of Attraction, Originality, Producing Easily-read Printing, Economical Production, and the general principles of Typography. This article is intended to explain the rules that should govern well-displayed printed matter.

I say "rules" because printing, like every other craft — including electioneering—has gone through a long period of aimless wandering, so far as definite and systematised effort is concerned. Just as the making of munitions during the latter half of the war was governed by recognised rules which aimed at standardisation, so printing has now its "standard" general laws of display and "style." In addition to the Ford and corned beef, America has presented to us a conception of typographical display which is at once as pleasing as it is effective. The prevailing style of display used by all good-class printing houses is what is known as the "American" style.

THE ELEMENTS OF DISPLAY.

The main elements of display are: White space, display type, body type, borders, and illustrations. These must be used and arranged so as to get a "scheme" that will be in harmony with the subject and pleasing to the eye. In combining space and type, it is necessary to bear in mind that the chief rule of attractive display is concentration and contrast—which simply means that the main elements of type should be concentrated and that these should be contrasted with the white space.

White space is as important as type, because it adds prominence to the type itself. Too many users of print seem to think that every available square inch of space must be crowded with type, for fear of space going to "waste"! In practice, a crowded and badly-arranged announcement is unattractive and is passed by; whereas a "whited" and grouped announcement is always attractive.

Display type should be used judiciously. Too much display type

amounts to no display. Bold display type should be used for the main headline and for the lines which are of secondary importance. One of the great advantages of using display type with discretion is that large areas of reading matter can be broken into more easily assimilated portions.

TRANQUILLITY

May be a much discussed
subject just now,

but few people can boast of enjoying
the blessings of tranquillity.

Our Goods for CHRISTMAS

however,

are the very best obtainable,
and

our Prices are the Lowest
Possible.

You can enjoy tranquillity — or its
nearest equivalent—by purchasing your
Christmas goods from

Bennett's Stores, Grocers and General
Dealers,

DOCKING AND STANHOE

A badly-displayed advertisement. Note the
lack of form and the shameless anarchy in
construction.

The unattractive effect of the first
advert. is the result of using too many
lines of display type. There is no
definite contrast between display and
text, and white space has not been
effectively used. Compare this with
the revised display in the second advert.

THE IMPORTANCE OF BALANCE.

Balance plays a great part in securing
attractability. A printed announce-
ment that is unbalanced is sure to be
unpleasant. A good general rule to
follow is to arrange for the main line
to be as near the top as possible, and
for a good secondary display line to
be near the bottom. On no account
should a weighty main line be placed
below a line drawn half-way down the

announcement, for this would leave the top half of the advert. weak, whilst the bottom half would be clumsy and would tend to ugliness. Where more than two display lines are necessary, they should be arranged so that they all comprise a well-organised and composite whole.

ORNAMENTATION.

Ornamental rules and borders should be used with strict discretion. It is easy to overdo it. Grotesque or fanciful lettering, or an eccentric arrangement of type, merely gives the reader the hump and has the effect of sending him to some other announcement that is more easily read. Elaboration should be avoided. Simplicity should be observed.

ILLUSTRATION.

Illustration is playing a greater part to-day than ever in the make-up of printed matter. In its application to political printing, there are two qualities that are essential: good taste and good draughtmanship (in the case of drawings). Illustration, however, like ornamentation, should be used with discretion, and should only be used if it will add to the attractiveness of the announcement or article. Pictures help us to visualise, and I should imagine that, in the case of a very tired electorate, illustration can be used to the best advantage—seeing that it obviates the necessity of close thinking. In any case, good-class illustrations, whether half-tone or line drawings, can make any printed matter infinitely more attractive.

MODELS OF GOOD LAY-OUTS.

The election agent will not go far wrong if he makes his objective the attainment of effective, crisp, and pleasing typography, remembering always that it is he who is the wooer and the general public the wooed. And if a high standard of display is aimed at, the election agent would derive much profit from the study of the productions of the National Labour Press (the printers of the "Organiser"), the Pelican Press (a branch of the "Daily Herald"), the Caledonian Press, W. H. Smith & Sons, Bemrose & Sons (Derby), Martin's (the tobacco people), "The Advertising World," and such American publications as "The Inland Printer," "The American

TRANQUILLITY

may be a much discussed subject just now, but few people can boast of enjoying the blessings of tranquillity. Our goods for

CHRISTMAS

however, are the very best obtainable, and our prices are the lowest possible. You can enjoy tranquillity — or its nearest equivalent — by purchasing your Christmas goods from

BENNETT'S STORES

Grocers & General Dealers
DOCKING & STANHOE

A well-displayed advertisement. Note that it possesses shape and form, and that dominating prominence is given to the two essential topical points.

Printer," "The Printing Art," etc. In all these he will find typographical craftsmanship at its best.

The next article will deal with Paper and Ink.

(To be continued.)

PUFFS AND PARS.

A Labour Agent writes:—"I know you do not wish a word of praise, but allow me to say your articles in the current 'Organiser' are great, and quite fitting for a Christmas Number."

The secretary of the Liverpool Trades Council and Labour Party writes:—"If Beecham's Pills are worth a guinea a box, your paper is worth a guinea an issue."

A good deal of the correspondence which reached us from the Labour Party during the General Election bore the 12.45 a.m. post date mark. Was it a coincidence that the Post Office at that time were adorning the cancelling stamps with the injunction to "Post Early"? Labour men will be proud to know that the Party was a model of rectitude in this matter.

SOME LESSONS OF THE ELECTION

BY COUNCILLOR JESSIE STEPHEN.

[We are indebted to "The Labour Woman" for kind permission to reprint the following article from the January number. While apologising to our lady readers for reproducing what they have doubtless already read, we make no similar apology to our male readers for whose information and inspiration we have borrowed.]

The General Election has provided most of us with some valuable experience in the organising of women voters. The most case-hardened opponent of women's rights must admit that the unprecedented interest in politics shown by the weaker sex has been an eye-opener for orthodox politicians.

I was working in Wakefield, and so keen was the interest shown that at least in one ward the women polled ninety-eighty per cent. of their strength on the register.

The memorandum sent out by our chief woman officer, Dr. Marion Phillips, must have proved invaluable to Women's Sections which had never before set out in orderly fashion to organise for Victory. In Wakefield full advantage was taken of the suggestions with reference to cottage meetings and back street meetings, not to mention mass canvassing.

A preliminary meeting was held at which I appealed for at least one hundred women workers, and captains were appointed for each ward in the constituency. Actually the total number of volunteers enlisted was about 150, a truly magnificent response. These women divided themselves up under the various captains, to whom they were made responsible. All captains in turn, were responsible to me.

Their duties were manifold and in many cases arduous, but they were never found wanting. Thousands of handbills would be distributed to every part of the city in less than four hours. Each group co-operated with its ward committee to take part in the canvassing.

Regular meetings of the captains were held to obtain the instructions for the following day, and the women in each group sent to their captains each morning for the necessary instructions for the day. The machine worked well and smoothly and to the willing co-operation of the women is due in large measure the increased poll of four thousand.

The captains organised the cottage meetings in their respective wards, and

these were most interesting and instructive not only for the audience, but also for the speakers. At these homely little gatherings one gets very near the hearts of the womenfolk. Their little ambitions, their aspirations, their generosity, their sympathy, all are unveiled. They speak without restraint, in a manner indeed which they could not copy in a more formal gathering, and at the end they ask questions which show how keenly they have followed all the points made by the speaker.

Then there are the back street meetings. These can only be carried on in favourable weather, but they too are an inspiration and an encouragement to greater effort. We could not complain of the weather. It allowed us to carry out our full programme which was very heavy.

A band of women accompanied each speaker. In Wakefield there were four of us, and an average of thirty-six meetings a day were addressed, making a grand total of over 280 for the eight days. The women distributed handbills announcing a fifteen-minute meeting. When every door had been knocked at, one of the women rang a bell. Housewives came flocking to their backdoors and the speaker got started. Only such points as were likely to appeal to the woman in the home were given, and in nearly every case the speaker was well received.

The most valuable work was done after the meeting. Little informal chats with individual women followed, and the work done then helped the canvassers in the evening.

The back street meeting touches women who would never be touched otherwise. These women can be divided into three groups. The first is composed of women who are so poverty-stricken that they have not the necessary clothes to go out in. Their pride is such that if they cannot go respectably dressed, they will not go at all. This group is much larger than many suppose.

The second is composed of women, mainly in mining districts, who are so tied to their household duties because of the different shifts their menfolk are working, that even did they desire to attend they would find the greatest difficulty in doing so. The third group are merely apathetic voters who boast that their sole interest lies in scrubbing and cleaning. They have no time to meddle with politics.

All these groups can be enthused by back street meetings, as we discovered very early in the campaign. I have seen women coming to their doors and washing the children's faces the while they listened to our message. One woman came to the door peeling potatoes and stayed till her meat burned in the pan. Stranger still, she did not get into a temper about it, but said it was well worth it.

As long as I live I shall never forget the enthusiasm of the very poorest type of women during the election campaign, and although the candidate did not win, with such willing workers the seat ought to be a "cert" for Labour next time.

But we must not leave the women alone. There is every possibility of doubling and trebling the membership of the Women's Section all over the country. Wakefield already has 150 and is trying to reach the 250 mark by Christmas. A syllabus of lectures is being drawn up which looks as if the new members meant to sweep all before them.

I find the same spirit in other districts in which I have been speaking during the past few weeks. Women electors are ready and willing to receive our message. It's up to the older women members of the Women's Section to see that they do not cry out in vain.

PREPAID ADVERTISEMENTS

Advertisements under this heading are inserted at the special rate of twenty-four words for 2s., and 6d. for each additional six words, or less. Cash must accompany order. Three insertions are charged at the rate of two-and-a-half. Displayed advertisements, prepaid, are charged 4s. per inch, with special discount for a series.

PORTABLE Open-air Speakers' Platforms supplied.—For particulars apply to H. W. Bingley, 106, Dunlace Road, Clapton Park, E.5.

LAW AND PRACTICE

[Under this heading are found brief and chatty explanations of points of commoner interest concerning the Law and Practice of Elections. Readers are invited to suggest points for notice herein, but are reminded that suggestions made may not necessarily be dealt with in the next issue.—ED.]

A SIMPLE TALK ABOUT THE FRANCHISE.

On the 17th January the publication of the Electors' Lists for the Spring Register takes place (in Scotland on 1st February), and from that date to the 10th February (Scotland, 15th February) claims may be made by or on behalf of persons who are thought to be entitled, but whose names do not appear in the published lists.

Objections may also be taken between the 17th January and 4th February in England (and the 1st and 15th February in Scotland) against persons whose names are on the list but whose qualifications to remain there are open to question.

There are further extensions of time in relation to special claims and objections; thus a claim as an absent voter may be laid up to the 24th February (or the 25th February in Scotland) and the same day applies for a notification by a naval and military voter that he desires to be no longer placed on the absent voters' list. The 24th February is also the latest date on which objections to new claimants can be made, though in Scotland the 27th February is substituted.

By far the greater part of the energies of Labour Parties and Organisers will be directed to securing that every qualified supporter is placed upon the register, and a few hints, therefore, as to what constitutes qualification may be of service.

WHAT YOU CAN DO.

In the first place it is well to remember that the qualifications for men and women differ, and so, too, do the qualifications for the Parliamentary and Local Government vote. Labour teaching does not admit justification for these differences, but they are there, and these and other anomalies of the franchise sometimes make the matter of registration a complicated business.

This does not mean that even the newest Party or officer cannot do something effective to help forward the work of getting all our supporters on the register. A great deal in fact can be accomplished, and it is not at all necessary for the placing of a large number of people on the register that one should be acquainted with all the complicated details of qualification and procedure that only arise in special cases. The first thing to do is to see that a sufficient number of forms of different kinds for making claims are obtained from the Town Clerk or the Registration Officer. These forms themselves convey a good deal of information and are by no means so formidable when one has made a practical attempt at filling up two or three of them.

The first thing about a title to be registered is that a person must be a British subject of full age, and not subject to any legal incapacity, and possess the necessary qualifications. It is no use putting in claims unless one is certain that the qualification is there. We will now see what these qualifications are.

RESIDENCE QUALIFICATION FOR MEN.

As the older franchise, we will deal first with men's qualifications. Men may be qualified purely by residence. That is to say, a man living in a constituency for six months prior to the 15th December (for the Spring Register) becomes qualified by virtue of residence. It is not necessary that this should be in the same house or even in the same constituency.

A man may shift about as he pleases within the same constituency provided he can make up the complete six months' residence, and "successive" qualification is accorded to him if part of the residence has been in an adjoining constituency, or in any Division of the same county, or, in the case of a divided borough, in any Division of the same borough. Further, the residence may have been partly in an adjoining county (although his Division itself does not adjoin), or in a borough adjoining the county, a Division of which he is claiming a vote for. There is a curious anomaly, however, about this, because a man may shift, say from any county Division in Yorkshire into any county Division in Lancashire, and

his period of residence will count; or he may remove from Hull or from Leeds into any Division of Yorkshire or vice versa, and be all right; but he cannot remove from Hull to Leeds without losing his vote, because these two boroughs are not contiguous or constituencies "within the same Parliamentary County."

There is an exceptional provision for London by which the whole of the administrative county is treated as one borough for the purposes of allowing "successive" residence. This means that with London itself and the counties round about there is a huge area in which voters are free to move without losing their qualifications, except for the anomaly up above which applies as between London and boroughs that are divided from London by some strip of county.

Please note that residence alone is sufficient. A man does not need to have occupied a dwelling house as owner or tenant, yet, simple as this sounds, we could fill pages by trying to describe what residence means. It must be sufficient for to-day that we take the common meaning of the word as it applies to the overwhelming number of people.

BUSINESS QUALIFICATION FOR MEN.

An alternative qualification for a man is the occupation of business premises (meaning land or other premises of the value of not less than £10) occupied for the purpose of the business, profession or trade of the person to be registered. The same provisions as to successive qualification apply as in the case of residence. Here again we may involve ourselves in lengthy explanations of what is meant by "occupying," "value," and "business, profession or trade," but these points must really be left for some other day.

The above, then, are the two Parliamentary qualifications for men, and there are provisions by which a man is limited to two votes, one of each kind, but not two votes of the same kind; and there is machinery by which the votes may be recorded. A man may be entitled to be registered and be registered in several registers, but the provisions named limit the effectiveness of the registration.

There is obviously such a thing as joint occupation of business premises, and two or more men may be entitled to be registered on account of their being joint occupiers, but there must be £10 value for each bonâ fide joint occupier.

There are two other classes of male voters which should be mentioned. There are the University voters who are qualified in a special way (but whom we shall not deal with to-day), and there are naval and military voters.

NAVAL AND MILITARY VOTERS.

A naval and military voter is a person who would be entitled in the ordinary way to vote (i.e., he would possess the necessary residence qualification or business premises qualification) but for the fact that he is serving with the Naval, Military or Air Forces, British Red Cross or kindred societies, or doing work of national importance in connection "with any war in which His Majesty is engaged." There was a special provision in the 1918 Act which gave the franchise to naval and military voters at the age of 19, provided they attained that age, and would have been otherwise qualified, during their service in connection with the war. As the war terminated on the 31st August, 1921, there will naturally be only very few naval and military voters affected by that enlargement of the qualifications, and by the next register this clause of the Act will cease to have effect owing to the fact that all persons affected by it will have attained the ordinary full age.

The methods of placing naval and military voters upon the register leave room for a good many of such persons being overlooked, and in view of the neglect of the registration authorities in many areas to carry out a registration canvass, there are probably large numbers of persons entitled to be registered who have not yet been discovered.

LOCAL GOVERNMENT FRANCHISE.

We will now turn to Local Government qualifications, and here we find that residence is not a qualification, but a man must occupy "as owner or tenant" some land or premises in the area for the whole of the qualifying period; thus the ordinary householder gets a Local Government vote, but other members of the family, such as

his sons, would not, though they would get a Parliamentary vote if entitled. Successive occupation is limited to the same administrative county or county borough.

A lodger will get the Local Government vote if his rooms are let to him unfurnished, and there must be a large number of our single supporters yet to be registered under this provision.

There is another qualification known as the service qualification, where a man living in premises by virtue of service, office or employment, is entitled to the L.G.V. if his employer does not reside in the premises too.

It should be noted that there is no minimum value laid down for the qualification for the Local Government vote, but not more than two joint occupiers are entitled to be registered in respect of the same land or premises except they are partners engaged in their profession, trade or business.

THE WOMEN'S VOTE.

We now turn to the Women's Franchise—that weird compromise which marks the R.P. Act of 1918 as a monument to the stupidity and timidity of our legislators. The first anachronism is that no woman gets the vote until she is 30 years of age. The next point is that women are not enfranchised direct; that is to say, there is no direct Parliamentary franchise for women. They get the vote because they or their husbands are qualified for Local Government purposes, not because they or their husbands possess some Parliamentary qualification. A third difference is that there is no business premises qualification for women, and a fourth anomaly is that strictly according to the Act there is no successive qualification outside the particular constituency for which the woman can claim to be registered.

Some of the above limitations are not generally known, and there is considerable confusion yet as to what is the actual franchise for women.

A woman fulfilling the conditions as to age, etc., who occupies land or premises (not being a dwelling house), of a yearly value of £5 or more, is entitled to the Parliamentary vote. She is also entitled if she is the occupier of a dwelling house, or is the wife of a husband entitled to be registered in either of the ways just mentioned. That is all.

A POINT EXPLAINED.

Now it will be seen that there is no stipulation that the premises must be business premises. A common error is also made in assuming that the last two clauses of Section 3 apply to women; which they do not. There is thus, therefore, no stipulation in respect to a woman service voter that her employer must not reside on the same premises, and (as it is laid down in another part of the Act that any part of a dwelling house separately occupied as a dwelling house may be regarded as a dwelling house for the purposes of the Act), it is actually quite possible for a woman's employer to reside on the same premises while she gets a vote.

The interpretation of the word "tenant" in Section 3 does not either refer to women. This Section reads: "For the purposes of this section the word tenant shall include a person who occupies a room or rooms as a lodger only where such room or rooms are let to him in an unfurnished state." The Section meant by "this Section" has solely to do with male voters.

We therefore come back to the actual stipulations as outlined just above. The land or premises not being a dwelling house and being of the value of £5 may be either shop, office, warehouse, allotment, or anything similar, but obviously neither this qualification, nor the definition of a dwelling house, can include lodgings. We are afraid this may be a disappointment, but it is the law, nevertheless.

SUNDRY CONDITIONS FOR WOMEN.

The Local Government qualification is, comparatively, simplicity itself. A woman is entitled to be registered as a Local Government elector where she would be entitled to be registered if she were a man, or where she is the wife of a man entitled to be registered, and both of them live upon the premises from which the qualification is derived. There is just a trifle of contrariness (or was it spitefulness?) in this provision which should be noticed. Thus, if the qualification is her own, a woman may become a Local Government voter at 21 years of age, but the woman who derives her qualification from her husband does not become entitled till she is thirty.

All the provisions relating to naval and military voters apply to women as to men with the exception that the

concession of qualification to those of nineteen years who served in the Great War does not extend to women.

Joint occupation in the case of women must leave £5 for each occupant, and, as for men, not more than two joint occupiers can be registered unless they are carrying on their profession, trade or business on the land or premises. Thus, by what was probably an oversight, "business" enters into the question for just a few women—for those beyond two who claim as joint occupiers of land or premises.

As with men, we have left the University franchise out of count in this article.

HOUSE-TO-HOUSE REGISTRATION ENQUIRIES

The Home Office has recently circulated to Registration Officers the following question and answer in the House of Commons on the subject of the engagement of unemployed persons to make the house-to-house enquiries in connection with the preparation of the register of electors:—

WEDNESDAY, 13TH DECEMBER, 1922.

MR. MARDY JONES.—To ask the Minister of Labour whether he is prepared to urge Registration Officers to employ competent unemployed men to carry out the work of enumerators who make the house-to-house visitation for the purposes of the registration of electors, seeing that there are many competent men with clerical experience unemployed in most parts of the country; and will he communicate with the Registration Officers immediately on the matter, in view of the fact that this work must be carried out on and from 15th December, 1922, for the incoming registers.

MR. BRIDGEMAN.—"I have been asked to reply to this question. I certainly hope that Registration Officers will give preference to unemployed persons wherever the nature of the work permits, though the successful performance of these duties calls not only for clerical experience, but also for some knowledge of the franchise qualifications. I will bring the hon. Member's suggestion specially to the notice of Registration Officers."

It is up to Local Labour Parties and their officers to make enquiries as to the extent to which the spirit of the above intimation is given effect to.

DO NOT

Ask us to Quote if you want a

Cheap and Nasty Job

But

IF you want good quality PRINT,
produced under Trade Union con-
ditions in EVERY DEPARTMENT
at a REASONABLE PRICE,

Write Us :

The PIONEER PRESS Ltd.

3 NEW ROAD,
WOOLWICH,
S.E. 18



Profits to the Movement.

THE NEXT WAR

By FRED J. KETTLE
(Agent, Hanley.)

An agent's first election is an experience comparable to no other in the sphere of labour. The terrific pace, the multitude of detail requiring to be sorted and arranged and dealt with, like the bewildering little pieces of a gigantic jig-saw puzzle, the rapid adaptation required to cope with the varying mentality of worker after worker with whom one has to talk and plan, is sufficient to try any man.

But behind all and worst of all, perhaps, is the grinning spectre of C.I.P.P.A., worse than D.O.R.A., ever ready to seize and devour the unwary. Win or lose, and despite the fact that the election is the prime reason for the existence of the agent, the declaration of the poll and the publication of the return of expenses is hailed with heartfelt gratitude and relief, and one has time to realise that the great lesson learned is how little one knows, after all.

Elaborate machinery, perfect in detail, true to a hair, well-oiled and well-served, has the knack of failing just at the crucial moment from no other apparent cause than the behest of His Satanic Majesty himself! Do you wonder that the unhappy victim, who sees the springs and cogs of his machine, the product of months and years of scheming and hard toil, scattered like broken toys, sometimes adjures the shades of Hades to swallow up the tormenting thing?

Another time there breaks the smile as one remembers that shrewd hit in the publicity, the stolen march in the propaganda arrangements, the telling effect of the battalion of canvassers bringing from door to door a living gospel to oust the old, old story. One stoops again to build anew a better engine out of the fragments of the old machine.

One learns, too, that human nature is frail and fickle, unstable and unreliable and built up of contradictions. One sees mistakes already made and resolves to avoid them next time, knowing full well that next time some other trap will catch us!

Remains the question—Is it worth it? It is! The hard knock, the set-

back, the failure, all have their value in showing us how to smooth the rough road and to carry on—"till the good days bring the best," when they will scrap R.P. and C.I.P.P.A. and put the old agent on the shelf; when elections will be won and lost by post, or by wireless and cinema, at the expense of the taxpayer.

But till then we have to hold on and get ready for the next round.

* * *

There are three steps I would suggest taking before the actual preparation for the next election is begun.

First, sit down and write a detailed account of the day-to-day progress of your recent fight.

Secondly, read over carefully this history and note two things—every point that shows you have learned a lesson from a previous election, and also every mistake you made.

Thirdly, draft an outline of what you hope will prove the history of your next fight, bearing in mind the lessons you should have learned in the past and applied to the last election, but didn't—the fresh faults discovered in the last campaign and your remedies for them at the next—and those brilliant inspirations you have received since the fight ended and for which you cursed yourself that you didn't think of them before! Tabulate your sins of omission and of commission. Waste no time in lamentation and penance, but set yourself to exorcise the devil of forgetfulness that led you astray.

You should now be able to draft an infallible (!) plan of campaign for your next contest, but before doing so it would be worth while to take a short holiday and spend the time studying the back numbers of the "Labour Organiser" and your text-books of Registration and Election Law and Practice.

When you've done this and you are certain you can win in a canter next time—sack yourself and get another job!

CONTRIBUTION CARD. Will any comrade supply E. Weatherley, 93, Commercial Road, Swindon, with a sample card, suitable for either weekly, monthly, or quarterly subscriptions?

REVIEWS

BY FRANK SMITH.

MOTHERHOOD AND CHILD
ENDOWMENT.

The entrance into the world of an additional human being is not always the joyous occasion that such an event should be, and—when life generally is run on lines more in harmony with human interests — will be. Under present conditions, the “extra mouth to feed” too often means less for the mouths already on active service; which, in turn, means increased care and anxiety for the mother at a time when she should be care-free. Collectively, we are at last awakening to the fact that by neglecting the claims of the children we are damaging the nation’s most valuable asset. Even that curiously mixed personality—Lady Astor—recently, by a question in the House of Commons, gave evidence of the fact that the cry of the children had at last penetrated the sheltered homes of the wealthy class. Although, as might be expected, the Member for Plymouth is looking in the wrong

direction for a solution. Lady Astor, in her question on the subject, referred to the possibility of the payment of wages in our dockyards in proportion to the number of children in the worker’s family—or a possible “voluntary agreement between employers and employees.” The fact that anti-Labourites are at last waking up to the urgency of the question emphasises the necessity for the rank and file of Labour to master the details of Labour’s proposals. It is, of course, a national responsibility by “child endowment.” But this declaration will not satisfy the average elector unless it is accompanied by sound reasoning. This pamphlet has been prepared to supply the necessary information, and it does it in the clearest possible way. The executive of every branch of the Party can render no more useful service to the movement than by placing a copy in the hands of every member. The price brings it within the reach of all.

[Published by THE TRADES UNION CONGRESS and THE LABOUR PARTY, 32-34 Eccleston Square, London, S.W.1. Price 6d.]

Two important Practical Handbooks for Political Agents and others.
BY J. RENWICK SEAGER, C.B.E., Author of “Notes on Registration,” etc.

PARLIAMENTARY ELECTIONS

UNDER THE REFORM ACT, 1918,
and as amended by later Legislation.
Second Edition 6/- Postage 4d.

REGISTRATION OF VOTERS

5/- Postage 4d.

“The Fabian News”: The author is the prince of registration agents, and the fountain-head of expert knowledge in electoral machinery. His books have long been honoured in every party committee room and organiser’s office.

A PRIMER OF TAXATION

An Introduction to Public Finance. By E. A. LEVER, B.Sc.
Price 2/6. Postage 3d.

Chapter I.—Introductory—Public Expenditure. II.—Public Income. III.—The Theory of Taxation. IV.—Some Important Taxes. V.—Finance Accounts of the U.K. VI.—Public Credit. VII.—Local Taxation.

LONDON: P. S. KING & SON, LIMITED,
2 and 4 Great Smith Street, Westminster.

ANSWERS TO CORRESPONDENTS

Correspondents are required to give their full name and address, not, however, necessarily for publication. Replies from general correspondents cannot be given through the post. It is imperative that where a reply depends on a statement of fact (such for instance as qualification of an elector to be on the register), the fullest information should be given.

A BUDGET OF REGISTRATION QUERIES.

WHEN DOES A PERSON BECOME OF FULL AGE?

Question.—A member of our Party became 21 on the 16th December, and but for his age he would be entitled to the vote. Could he not, however, claim to be placed on the register which will come in force next May, because he will be of full age at that time, and, what is more, be actually full age at the time he signs the application?

Answer.—The mere fact that a person is of full age when the application is signed or at the time that the register would come in force does not give a title to be registered. He must possess the qualification to be of full age on the last day of the qualifying period, i.e., the 15th December, for the Spring Register. In this case, however, our friend will just be entitled, for in law a person attains full age on the day preceding the twenty-first anniversary of birth; thus, although the birthday would have been the 16th December, the young man in question was 21, in law, on the 15th. A claim should be made and it will doubtless be sustained.

CONSCIENTIOUS OBJECTORS.

Question.—I believe the disqualification of Conscientious Objectors under the Representation of the People Act extended for five years. As the Act was passed in 1918, may not Conscientious Objectors now be freely placed upon the register?

Answer.—The disqualification of Conscientious Objectors under the 1918 Act extended for five years from the end of the war, and not for five years from the passing of the Act. The disqualification, therefore, will not terminate till August 31st, 1926, the legal termination of the war having been enacted as August 31st, 1921. We may comment, however, that our own observation has been that the spiteful persecution of Conscientious Objectors

has not been carried to the length in Registration Courts that the authors of that despicable clause in the R.P. Act evidently hoped for.

WHAT IS LEGAL INCAPACITY?

Question.—Can you please tell me what is meant by the statement in the Representation of the People Act that a man "must not be subject to any legal incapacity." Who are the people referred to?

Answer.—To answer this question fully would take up a great deal of space, for there are a large number of classes of persons who might be legally disqualified, though in practically all cases common knowledge or common-sense would be a safe guide. Thus, certain peers, infants, aliens, idiots, lunatics, convicts and Conscientious Objectors are "incapacitated" from being registered, as are also persons prescribed and punished under certain sections of the Corrupt Practices Acts. In actual practice the number of persons incapacitated in any constituency is infinitesimal as a rule, and the list need not cause much worry to the ordinary worker.

"SWALLOW" VOTERS.

Question.—I have the case of a business premises claim which is successive, as the claimant moved into the premises (which were our central committee rooms for the General Election) on the 27th November, but he gave up again on the 25th December. So long as he has the successive occupation, would he not be still entitled to be placed upon the register, or would he be regarded as a "swallow" voter?

Answer.—Section 7 (3) of the R.P. Act lays it down that although a man may be otherwise entitled he shall not be registered if he only commenced to reside in the constituency within thirty days of the qualifying period, and ceased to reside within thirty days after the time when he so commenced to reside. If the claimant referred to were claiming in respect to residence, his registration would certainly be barred by the enactment referred to, but strangely enough the same provision does not apply to business premises, and the claim should therefore succeed.

LODGER OR TENANT.

Question.—Has any definition of a lodger ever been given? I should like to know the legal difference between a

lodger and the householder, if you can refer me to any authority.

Answer.—We cannot do better than refer our correspondent to Sir Hugh Fraser's remarks on the question. He says:—"The chief difference between a tenant and a lodger is that the latter is entitled to live in his lodgings by reason of a purely personal contract between himself and his landlord, and has no estate, legal or equitable, in the premises in which he lodges. If the landlord retains a general control and dominion over the premises, including the part inhabited by the person in question, that person is a lodger. On the other hand, a tenant has some estate or interest carved out of the estate or interest of his landlord. He has exclusive possession (in the legal sense) of the premises, and, if wrongfully dispossessed, can recover possession by law, whereas if the personal contract between a lodger and his landlord is broken, and the lodger turned out, his only remedy is in damages. The occupier does not necessarily cease to be a tenant merely because the landlord resides on the premises and retains control of the passages and staircases and other parts used in common."

WITHDRAWALS OF TRADE UNION CANDIDATES

A SORRY PROCEDURE.

As the contents of another column would indicate, there is a good deal of change taking place at the present moment in the agency staff of the Party, and in many of these constituencies and a large number of others who are without agents, organisation at the moment smacks very much of disorganisation.

We feel it again necessary to raise our voice in protest at the casual manner in which certain Trades Unions treat their engagements with Local Parties or deal with the question of candidatures. Since the General Election there have been a large number of withdrawals of Trades Union candidates, followed, of course, by the withdrawal of money subsidies, with, in some cases, an indication that the withdrawal may be only temporary pending fresh decisions or reconsideration by the Trades Unions concerned.

We quite appreciate that after the General Election it may be desirable, both from the point of view of a financing Trades Union and of that of

the Local Party, that a reconsideration, or, in fact, a re-selection, should take place. This, however, is no justification for throwing numbers of Local Labour Parties into a state of financial crisis, or throwing out of work numbers of qualified men whose experience has been painfully won, and whose loss it should be the first duty of the Party to prevent.

We have before in these columns strongly advocated the reduction to writing of all agreements between Local Parties and financing Trades Unions, with provision in such agreements for adequate notice and the continuation of subsidies for a sufficient time after withdrawal to enable other arrangements to be made. What really happens, and what has happened frequently is that an artificial situation is created in a constituency through the stimulus of perhaps considerable Union funds, and then the resources are suddenly dried, leaving the Local Party to its own resources under the worst possible conditions. At this moment the agent is turned adrift just when one would suppose all his energies might be needed in restoring financial equilibrium and consolidating the forces.

We believe the attention of the Annual Conference should be directed to this question and that there should be an insistence that whatever agreement is entered into, if it involves financial help, such assistance should be continued for an adequate period after the withdrawal of the candidate.

We feel we are not alone in contending that it is a humiliation to the Party that an immediate consequence of the General Election should be the dismissal of some of its most qualified men. If certain Trades Union Executives had possessed a greater breadth of view and a better sense of their obligation to the Party, and of the value of continuity, a longer period would have been allowed for re-arrangements within the Local Parties concerned, and a good deal of the present evil could have been avoided. Even if a candidate of the same Union is not again selected, surely it would not surpass the wit of those responsible that adequate arrangements should be made for transferring any responsibilities, assets or liabilities to the newcomer.

There is a better way, and we must find it.

THE LABOUR ORGANISER

A Monthly Technical Journal devoted to the organisation of Labour

Subscription Rates

Per copy 4d. Post Free 4½d.

Quarterly - - - 1/1½

Half-Yearly - - - 2/3

Yearly - - - 4/6

REMITTANCE WITH ORDER

Advertisement rates sent on application

EDITOR MANAGER :

H. DRINKWATER, Whittington, near Worcester.

THE ANIMATED COUNCILLOR

AN ENEMY DODGE FROM ISLINGTON.

We believe it was the Butterfly brand of cigarettes which, in the days before the war, gave away with each packet a thin celluloid novelty in the shape of a butterfly, which, placed on the palm of the hand, would perform mixed gyrations to the delight of the infantile mind.

During the recent London Municipal Elections the device was turned to use by one of the London progressive reformer candidates, whose business is that of a Fancy Goods Dealer and supplier of advertising novelties, and through whose firm several imitators were found during the recent General Election. We print below the reverse side of the handbill with which the novelty was enclosed.

So far as we are able to see, the Animated Councillor is not a stock individual, but the design is cut and printed to represent the individual candidate who uses the device. Certain it is that the specimen before us bears a lifelike resemblance of the candidate who used it. We think our readers will agree after reading the key to character above that there are some slight dangers attaching to a too ready identification. It could not be, for instance, any recommendation to the candidate, if, when you place his

THE Animated Councillor

with amusing fortune telling oracle.

DIRECTIONS.

Place the Councillor lengthways on the slightly moistened palm of the left hand and watch carefully his movements.

Key for the explanation of his movements :

1. Only head rises Jealous, Short-tempered
2. Only feet rise ... Polite, Amiable
3. Head & feet rise at the same time Changeable
4. Head & feet touch each other In Love
5. Councillor in constant quick vibration ... Passionate
6. Movement rather slack Shy, Reluctant
7. No sign of movement Cold, Indifferent
8. Councillor reclines on one side True, Constant
9. Councillor turns right over Diligent, Modest
10. Councillor lays himself across the hand ... Energetic
11. Councillor rolls himself up Coquettish
12. Councillor rolls himself off the hand ... Fearless, Brave

This novelty is sent to amuse and interest you, but don't fail to do your duty at the Election, **November 1st, 1922**, and

VOTE FOR

Live & Animated Councillors

who are prepared to study the ratepayers' interests and govern the Borough of Islington with efficiency and economy.

figure on your hand, only his head rises and you judge him therefore to be jealous and short-tempered! We are not sure either what would be the effect on lady voters if the figure comported himself in certain other of the attitudes which apparently he might take. Much, we suppose, depends upon the temperature of the individual palm on which he is placed. Wild horses will not drag from us what he did when placed on the editorial palm.

We understand that the price is about 19/- per thousand in quantities.

THE NATIONAL LABOUR PRESS

LTD.

is the WORKERS' PRESS. It is owned and controlled by Labour for Labour. The profits go to propaganda for the emancipation of Labour.

The ideal of the National Labour Press, Ltd., is—Each for All and All for Each.

No matter what you require in the way of Printing—we are at your service.

The National Labour Press, Ltd., awaits your commands.

Works:

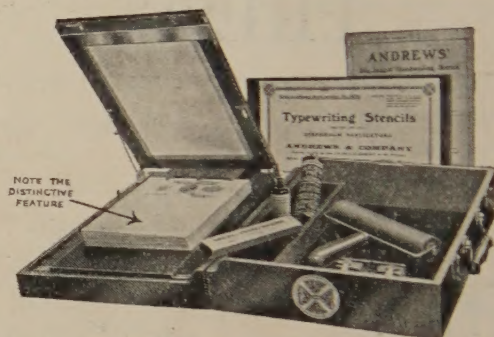
LEICESTER - - 17-23 Albion Street

Andrews' Diaphragm Duplicators

EFFICIENT AND DURABLE

Reproduce, in facsimile handwriting or typewriting, your notices at a very reasonable cost. Copies are UNIFORM throughout and the number is UNLIMITED. Willingly sent CARRIAGE AND PACKING FREE ON APPROVAL.

BRITISH made under British CONTROL



MODEL NO. 2—£6 10s., complete with outfit for first 24 originals. The distinctive feature of this model is the printing bed which accommodates a pile of paper thus saving the time and labour involved in placing sheets singly thereon. It gives a rate of output of copies almost equal to that of expensive rotary duplicators.

MODEL No. 1—£5 10s., complete with outfit. This model does not accommodate a pile of paper on its bed.

We also manufacture **Wax Stencils, Ink, and Duplicating Papers, etc.**, for use on

**GESTETNER'S ROTARY DUPLICATOR
THE RONEO DUPLICATOR
ALL HAND ROLLER DUPLICATORS**

Price Lists upon application to:—

ANDREWS & COMPANY

LONDON (Head Office): 11 Red Lion Square, W.C.1. Holborn 2287
and at **Birmingham, Glasgow, Liverpool, Manchester, Bristol & Cardiff**

NOTE.—We are pleased to give assistance to any reader whose duplicated copies are unsatisfactory irrespective of the make of duplicator used. Enquirers should send a sample copy of their work to our head offices.

SPECIAL TERMS TO LABOUR PARTY AGENTS,
from whom we have several Testimonials.